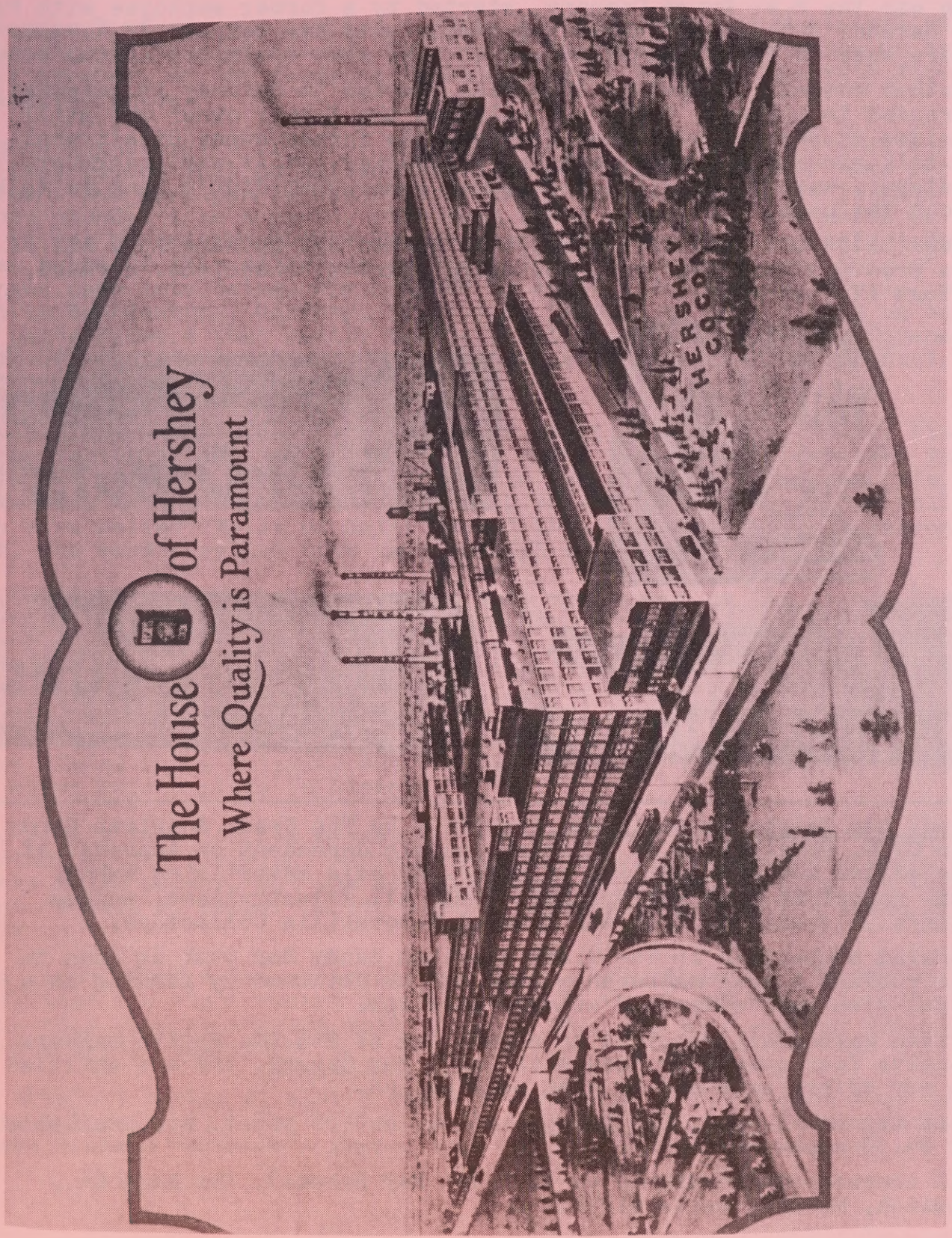
Candy Bar Gazebo

Issue 14, Spring, 1987

A Treat To Read



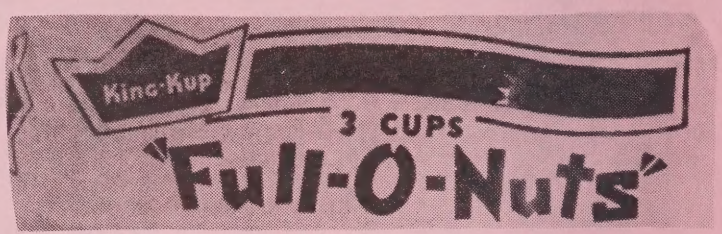
HERSHEY

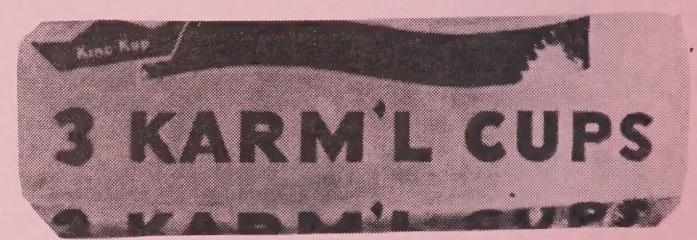
The front page shows an early Hershey Milk Chocolate box with a drawing of the Hershey plant shortly after it was built in 1904. The town had not grown up around the plant as yet. On the box the bars were called cakes, not bars, and sold for 5¢.

Two candy companies other than Hershey eventually developed in the town. One was the H.B. Reese Company, started by a former employee with Milton S. Hershey's blessing. Reese eventually sold his company to Hershey as there were no family members left to take over operation of the company.

Another company, King-Cup, that also started in Hershey is somewhat shrouded in mystery. Two phone calls to the former owner who still resides in Hershey were unproductive. The former owner didn't want to talk about his former company. Whether or not it went bankrupt, whatever, wasn't revealed. The former owner just didn't want to talk about the past.

Shown below are some of the products turned out by King-Kup. All of the products were cup products, using peanuts, chocolate, caramel, things of that sort.





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Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

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CANDY BAR GAZEBO EDITORIAL

Grandma Hartmann's Pepper Marzipan

Grandma Hartmann was my grandma on my mother's side. She lived in Dresden, Germany, where the machinery was made that was bought by Milton S. Hershey to make the first American machine-made chocolate bar back in 1894.

My Grandma Hartmann was married to Otto Hartmann, who was the royal stable-master for the King of Saxony. The two of them were in residence on the palace grounds, so the occasion to mingle every now and then with foreign dignitaries arose.

One such dignitary, a traveler from the near East, confided in her a cherished recipe that he called Almond Paste Delight, another name for marzipan. Now marzipan is one of the oldest candies known. It is made of almonds pounded into a paste. It's then baked with sugar and white of an egg. It was known through the Eastern part of the world long before Europeans became aware of this delicious product. There are several versions of how the name came into being. One of them is about a cook, Frank Marzip, who lived in Brandenburg, Germany. In 1671 he is said to have served up an almond paste dessert that really became a hit. As a result, Marzip opened up his own factory in Lübeck, Germany, to manufacture his new product. It was named marzipan in his honor.

Another story attributes this product to being invented in Venice, Italy, several centuries ago. At the time of a great famine which deprived the population of bread, a baker came up with the idea of pulverizing nuts, such as almonds, adding sugar and honey. With this paste he made small rolls which were called "Rolls of Saint Mark," in honor of the town's patron saint. The word marzipan thus came through from "Marci Panis."

Well, anyway, the gentleman from the East who passed on the Almond Paste Delight recipe to Grandma Hartmann gave her one warning. "There's one thing I forgot to mention in the recipe I gave you - you need to add a small dash of pepper.That's very important. It is said that Marco Polo himself was the first to throw white pepper over his left shoulder while some Almond Paste Delight was being prepared. And since Marco wasn't the world's best at pepper tossing, he inadvertently got some in the vicinity of the Almond Paste Delight. And the taste delight that resulted helped make Marco Polo's place in history!"

Then, with a twirl of his moustache, the gentleman from the East made his departure with a flourish. And Grandma Hartmann remembered. She never forgot the white pepper. But she did have some difficulty getting the right amount. A dash of pepper to her meant a small amount, but how small was small?

And a pinch meant to squeeze together between the thumb and forefinger. She decided the right amount would have to be found. And when she did find it she took care to execute this flourish when the wind was not blowing. Calmness was of essence.

That original recipe of Almond Paste Delight has been modified over the years, but is still made in the old-fashioned way. So here's the recipe to make Grandma Hartmann's Pepper Marzipan. (continued next page)

You'll need lots of muscle power because it's a kneading and shaping job that requires handling, mixing, and kneading by hand power. But don't overlook the pinch of white pepper phase.

Equipment you'll need are a big mixing bowl, a whisk, a small mixing bowl, a sifter, a measuring cup, and a small, flat tray. Ingredients you'll need are: 1 pound almond paste which you can get from a bakery shop; ¼ cup lemon joice; 2 pounds confectioner's sugar; 2 egg whites beaten; 1 pinch white pepper; 1 can cocoa.

Break the almond paste into pieces about the size of Ping Pong balls. That's for ease of kneading in the bowl. Then carefully sift confectioner's sugar over the mass as you begin the mixing and kneading process in the large bowl. After a goodly portion of the confectioner's sugar has been kneaded in, whisk the egg whites in the small bowl until well beaten. Pour into this mixture the ¼ cup lemon juice and whisk again.

Pour this mixture over the mass in the large mixing bowl and again begin kneading. It'll be nice and gooey now, so sift the rest of the confectioner's sugar into it until the sugar is all mixed up.

Gradually out of this mess will evolve a solid glob of marzipan. Keep kneading until that's accomplished. Now here's the point at which to toss that pinch of white pepper. Carefully now. It's of the essence that you be careful here. It's suggested that you toss that pinch over your left shoulder if right handed (reverse if you're a lefty).

Now, believe it or not, you'll eventually end up with a heavenly mound that's now ready for the final touch. Pour some of the cocoa in the small, flat tray. Spread it out evenly. Take small (Brussel sprout size) pieces of the marzipan and roll into balls. Then roll the balls in the cocoa to make marzipan potatoes.

The end result will be a bunch of delivious marzipan potatoes which can be stored in the refrigerator for later gobbling. You'll know they are really good because you've already stored most of the batch in your stomach to make certain you've made Grandma Hartmann's Pepper Marzipan the right way. That toss of the white pepper over your shoulder was just for good luck. That's what Marco Polo found out years ago. It worked for him, so why be different?

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Christopher Columbus, or one of his crew members, was perhaps the first European to come across chocolate. But Columbus wasn't interested in chocolate. All he was interested in was to discover a passageway to India. So he didn't pursue the chocolate trail.

So it was up to Hernando Cortes to bring chocolate to the attention of Europe. He brought back the drink from the New World in 1528 from the court of Montezuma, emperor of the Aztecs, in what is now known as Mexico.

FOREIGN GOODIES

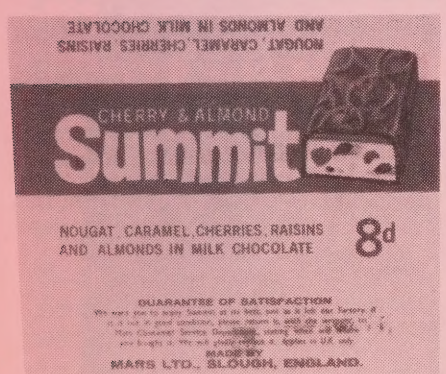
Mars Ltd., of Great Britain, has put out a number of bars over the years. An early Summit bar was a nougat bar, chocolate covered. In later years the name Summit was used for a different Mars bar. The Topic bar contained hazelnuts, soft nougat, and a caramel center. And the So Big bar was a bar that came out in 1937. The bar was perhaps an early copy of the American Mars bar that contained almonds.

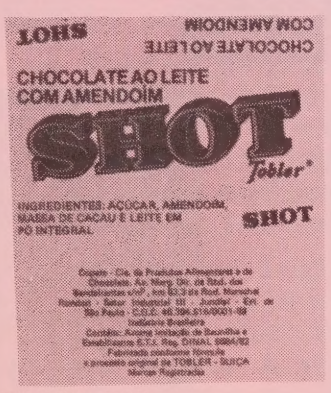
The Edward Sharp & Son Company of England made several bars and included a gimmick along with the candy. One such bar was called Konks and Robbers, and contained a comic strip on each wrapper. The strips were numbered. The candy was orange and chocolate in flavor, and contained Crispies. Also from Sharp came the Hey Presto bar, a milk chocolate bar with crisped rice. A trick card was packed with each bar, and twenty-five different trick cards were included in the series.

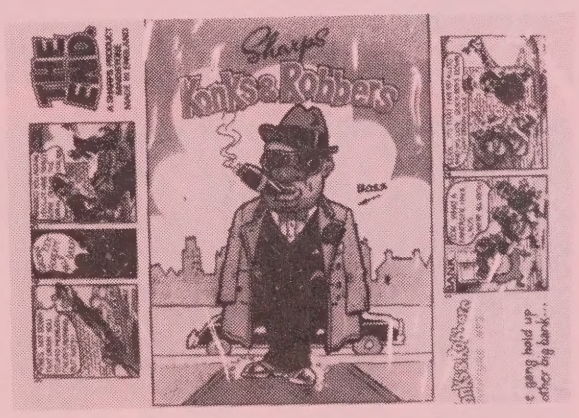
From Austria came the original Summit bar. It was made in Austria first before being made in the United States. This was the chocolaty peanut wafer bar that became popular in the U.S.

From Brazil came two bars. The Tobler Shot Bar, a milk chocolate bar, was made in Sao Paulo for distribution in Brazil. And made by Industrias de Chocola es Lacta S/A in Sao Paulo, was the Cad-Lac bar. The bar was a wafer bar covered in milk chocolate. The name, obviously, was a take-off on the popular American automobile, the Cadillac.

(Wrappers shown are through the courtesy of Harry Levene, London, England.)







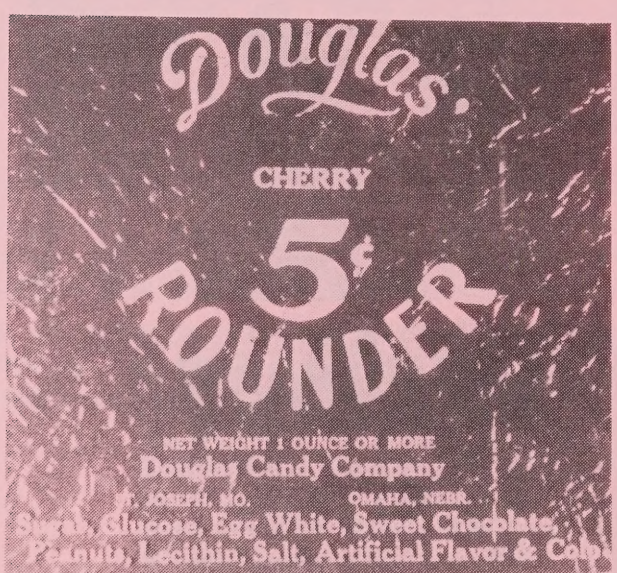
DOUGLAS CANDY COMPANY

Back in the mid-1940s the Douglas Candy Company was thriving. But it passed from the picture in later years. It had factories both in Omaha, Nebraska, and St. Joseph, Missouri.

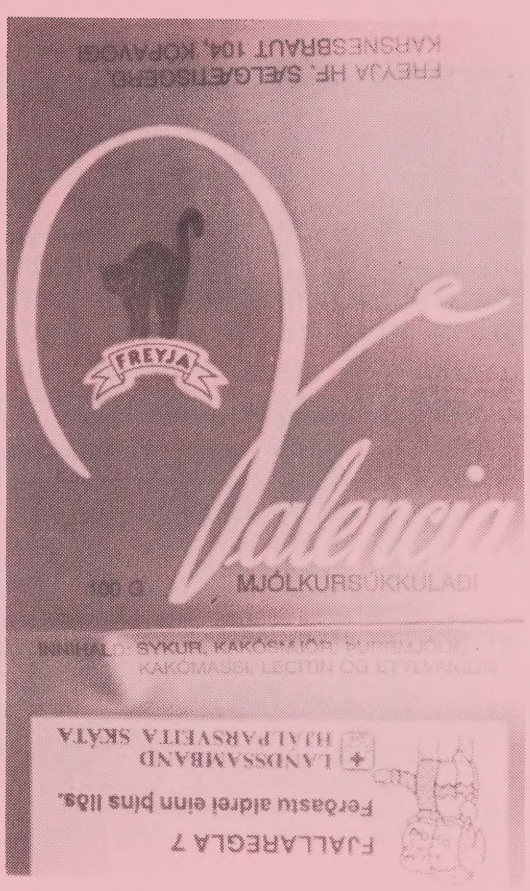
A Mr. J. Cole, who resided in Nebraska City, Nebraska, got his first job in the mid-1940s. It was that of a county school teacher, and Mr. Cole made all of $125 a month. He even had money left over after expenses for some candy. Some of the wrappers he saved are shown below. Mr. Cole now resides in Golden, Colorado, but he certainly does remember the good old days when $125 a month went a long, long way.

Some of the Douglas Company candy bars he sampled were Divinity (black walnut), 5¢ Cherry Rounder, Douglas' Mint, Cream Puff, and Mallo Nut. He recollected that all of them were pretty tasty considering it was the war years when he had them.

The Douglas plant was closed in St. Joseph, Missouri, about ten years ago by right of eminent domain by the state of Missouri for highway construction. Charlie Douglas closed both his plants and retired from the candy business.



FREYJA OF ICELAND



Located in Saugus, Massachusetts, is a restaurant that is reputed to turn out more meals a day than any restaurant in the world. Called Hilltop Steak House, it does indeed absorb crowds of hungry individuals, and does indeed turn out fine meals daily. Annually 14,560,000 pounds of beef are served at Hilltop. That's a bit of beef. And especially if you consider the following statistic. In the entire country of Iceland in a year the total consumption of beef and veal is 4,947,980 pounds. That means the Hilltop Steak House uses more meat in a year than is consumed in the entire country of Iceland in a year!

Iceland is about the size of the state of Virginia, and has a population of around 232,000 people (1982 est.). About three-fourths of the surface of Iceland is wasteland: glaciers, lakes, and a lava desert. There are geysers and hot springs, and the climate is moderated by the Gulf Stream. Reykjavik is the capital and has about 85,000 inhabitants. Iceland is now a republic.

The oldest chocolate manufacturing company in Iceland is Freyja, Ltd. It was started in 1917 by four young men who first started making assorted chocolates. It was in 1933 that chocolate bars were first introduced by that company in Iceland.

The company started out in Reykjavik, but in 1981 the factory was moved to Kopavogur, a small town just outside the capital. A number of products are now made besides chocolate bars. Valencia is the trade name used for bars. The first Valencia bars were made from milk chocolate and filled with raisins and almonds. Almonds were retired in 1984, and five different types of Valencia bars are now being produced. Valencia milk chocolate plain; with hazelnuts; hazelnuts and raisins; rum-soaked raisins; and nougat and hazelnuts (that bar is somewhat similar to the Toblerone bar).

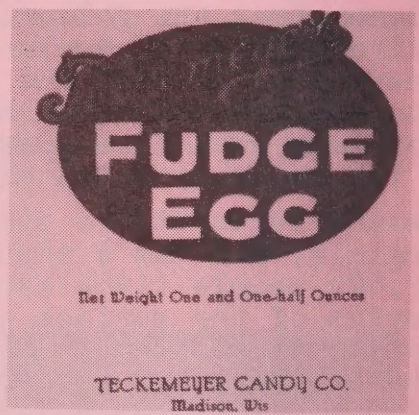
General Mills of the United States provides the base for some of Freyja's line. Puffed corn meal balls, a breakfast cereal in the United States known as Kix, has never been sold as such in Iceland. Instead, Freyja has coated those little balls with a thin layer of dark chocolate. That product now is standard fare of movie audiences in Iceland in much the same way that popcorn is a staple movie theater product in the United States.

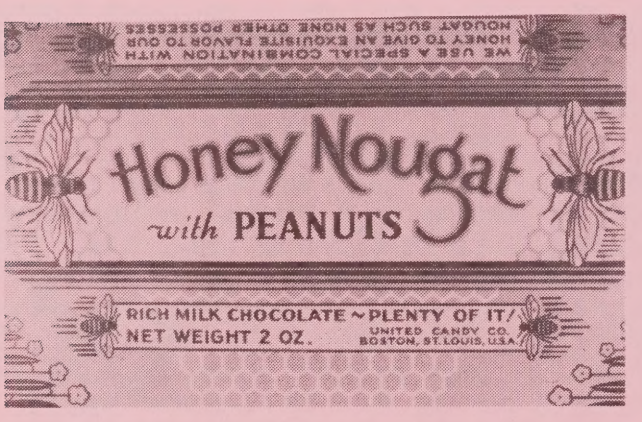
Corn balls are also being used as an ingredient in chocolate bars that are fast becoming good sellers in Iceland. These chocolate bars compete with chocolate wafers from England such as Kit Kat and Bar Six. Freyja is also well known for its caramels. A popular nickname for them a few years ago was, "Shut Your Mouth." At the time the caramels were so large that civilized conversation was difficult to carry on while eating them. At the present time the caramels are a bit more civilized size-wise!

Let's hear it for Iceland, out there!

MEMORIES OF THE 1920s and 1930s

The three companies whose wrappers are pictured below are no longer in business. United Candy Co., of Boston and St. Louis, made the Jumbo Chips bar and the Honey Nougat with Peanuts bar. Out in Madison, Wisconsin, the Teckemeyer Candy Co. issued its Fudge Egg. And in Chicago the Thinshell Candies, Inc. produced Caramel Sandwich, Malt-Milk, and Kate and Duplikate bars. All the wrappers listed the weight as being two ounces or less, the going size of 5¢ candy bars at the time. (Wrappers courtsey of Alan Bitterman.



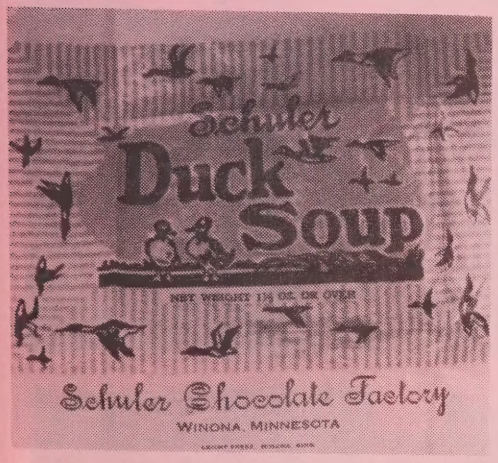


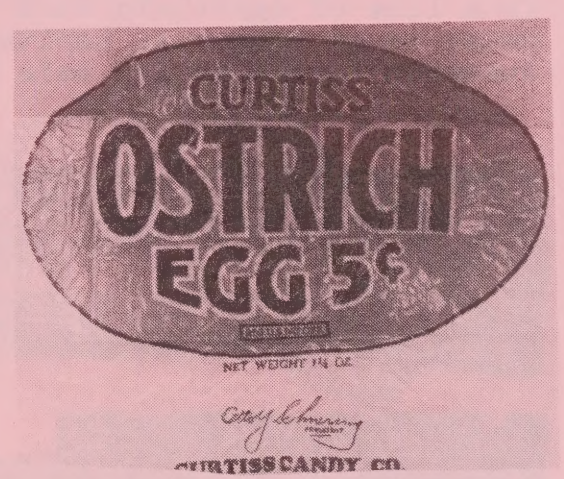
POULTRY AND EGGS

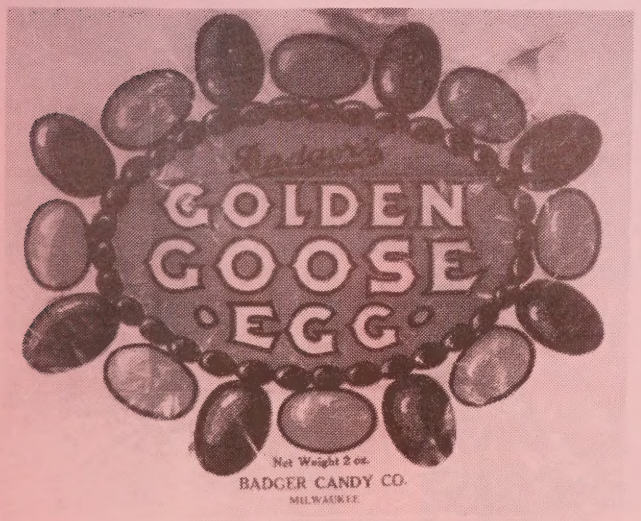
The first candy bar to capitalize on the name of a bird was the Chicken Dinner candy bar. It came out in 1921 and showed a fully roasted chicken on the wrapper. The chicken was soon taken off because it wasn't appetizing to candy eaters, but the name remained around until the 1960s. It was an Oh Henry! type of bar and sold quite well in the Midwest where it was made by the Sperry Candy Company of Milwaukee for many years. It also sold rather well in the New York City area.

The Heide Company of New York decided to go the egg route, and came out with its Goose Egg bar a few years later. The Badger Candy Co. of Milwaukee came out with its Golden Goose Egg. Not to be outdone, Otto Schnering of Curtiss Candy Co. of Chicago, decided to do everyone else one better with a name to come up with his Ostrich Egg bar. It was an egg-shaped chocolate coated marshmallow center bar that was just slightly over two ounces in weight.

The Turkey Sandwich bar was made by the Junior Candy Co. of Milwaukee. It was a competitor of the Chicken Dinner bar. The Duck Soup bar made by Schuler Chocolate Factory in Winona,Minnesota, was a popular bar that was around the Midwest until the end of World War II.(The 1920s wrappers shown on this page are from the Wartner collection.)







BARS, BARS, BARS, BARS

Pearson's Nut Roll still tastes fine. It used to be Pearson's Salted Nut Roll. The salt has been dropped out of the name, but the salt still remains in the bar.

Lovell's of England has introduced a new Nut Nougat bar, and added two new bars to its Milky Lunch bar line - Milky Whip, and Coffee Whip. And Steard & Arnold, Caxton, also of England, has launched two new bars - ChocoBlock Crunch and Chocoblock Fudge.

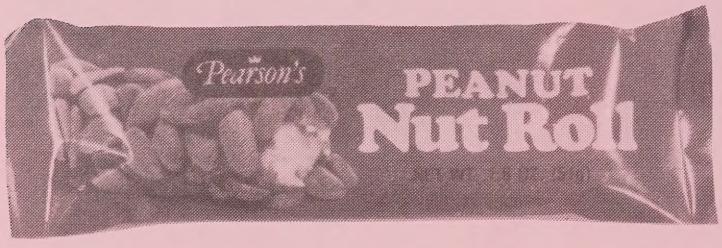
Made by Coop-Dauerbackwarenbetried Linz, Austria, are several wafer bars that are available in discount stores in the United States - the Schubert brand Vienna Wafer bars come in both vanilla and chocolate flavored varieties. As wafer bars go these two items are only fair tasting.

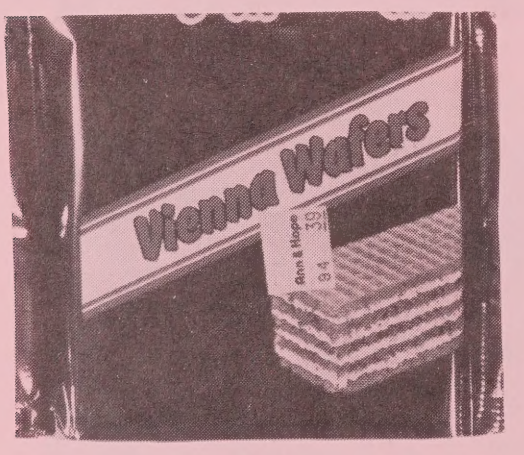
New is Planter Honey Roasted bar. But it tastes prettty much like the regular peanut bar, but just a tad sweeter.

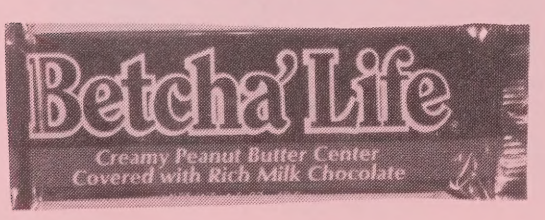
Leaf, Inc., has announced a new chocolate bar called Crescendo. The bar comes in four varieties and is of the so-called higher priced chocolate to be found on the market.

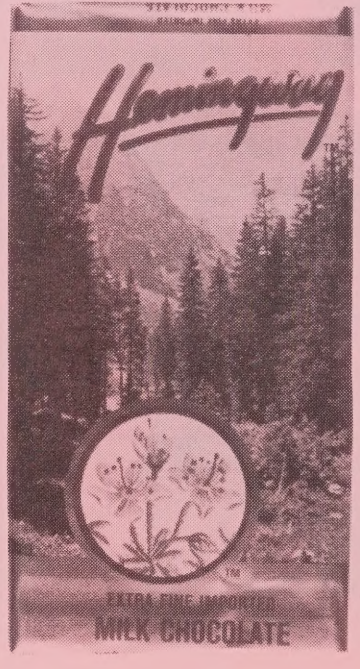
The Betcha' Life bar, manufactured by the James P. Linette Inc. Company of Womelsdorf, PA, is a peanut butter center bar covered with milk chocolate. It is decent to the taste.

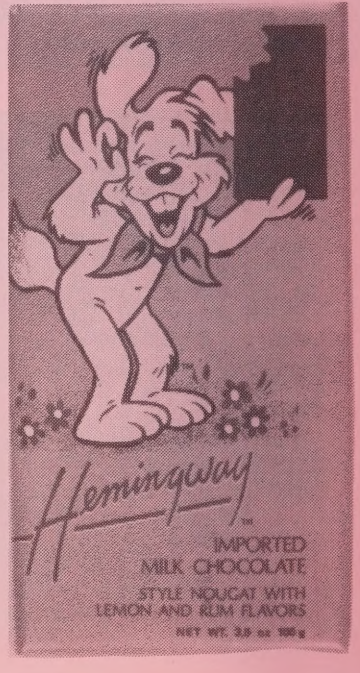
Distributed by The Hemingway Chocolate Company of Los Angeles, California, is a line of chocolate bars that's made in Hungary for Hemingway. The owner is of Hungarian heritage. The bars are very sweet, and come in numerous varieties for sale in the United States. (conc. next page)











BARS, BARS, BARS, BARS (concluded)

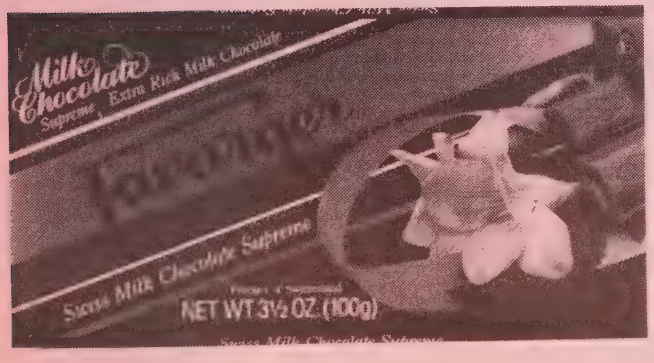
Violet Crumble, a very good Australian candy bar, is now available in parts of the United States. Violet Crumble was available on the East Coast in the early 1960s, but pricing problems made for a short stay only. The bar is a honeycomb bar similar to the sponge candy that you could buy in the 1930s. Violet Crumble has a confectioners chocolate coating. Also made by Hoadley's of Australia is the Polly Waffle bar that's available in the western region of the United States.

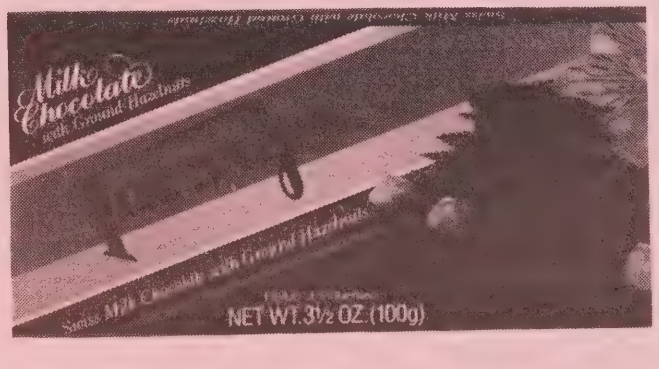
Being marketed by Willenborg, is the Favarger brand made in Versoix, Switzerland. Eight varieties of bars are available. Especially good are the Swiss Milk Chocolate Bar and the bar made with ground hazelnuts.

Put out by Cote d'Or of Belgium, and distributed in the United States by Bahlsen, is one of the better small bars of the world, the Bouchée. It is made of milk chocolate filled with a chocolate cream made up of ground hazelnuts, almonds, and a whipped, creamy chocolate. The bar comes in the shape of an elephant, the trade mark of Cote d'Or. This is really a fine tasting bar.

Canada Mints first came out in the United States in 1908. Sold loose and in packages for years, the Canada Mint is now being marketed in rolls. This candy, one of NECCO's best products is as tasty as ever.

Over in Great Britain Callard & Bowser have now introduced a new Mint Flavored Chocolate Fudge Bar. And from Confectionery Manufacturers John J. Lees, based in Scotland, comes a new chocolate fudge bar.





CONFECTIONERY CAPERS

Jacobs Süchard Ltd., has acquired E.J.Brach and Sons of Chicago from American Home Products. Brach has approximately 4,500 employees.

Exeter Foods Inc., will manufacture and market the Barton's Candy product line. This company will utilized the former Howard Johnson's Quincy, Massachusetts plant as a factory.

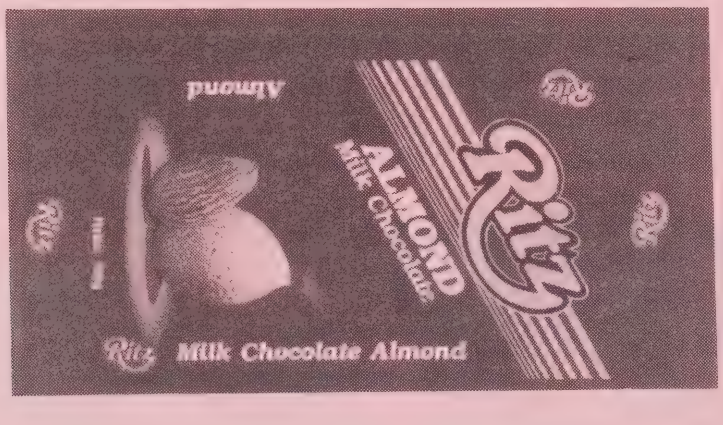
LETTERS FROM READERS

Wallace G. Pfeiffer, Joliet, Illinois, wrote to say that he remembered Milk Duds as being oblong originally, rather than round like they are now. Wally sent along the clipping from the Chicago Tribune on the history of Milk Duds. I agree with Wally, not with the Tribune account.

Tom Aylesworth, Stamford, Connecticut, also sent along the clipping from the Tribune. Tom remembers the old Head Light Bar made by the defunct Runkel Brothers Co. that used to be in Chicago. And Elaine Gonzalez, Northbrook, Illinois, also sent in the Milk Duds clipping.

Mimi Taylor, Huntington, New York, sent along a clipping from Newsday, a Long Island newspaper, which made mention of the candy business and that it is booming. She also mentioned she enjoyed the October/November 1986 issue of American Heritage, the article being, "Land of the Candy Bar."

Harry Levene, London, sent along the following Ritz almond milk chocolate bar wrapper. Guess where the bar was made? In Indonesia! The wrapper is indeed ritzy, but the bar perhaps tasted only fair, right, Harry?



Jay Troppe, Nassau, wrote, "Two good candy bars in Nassau are by Roundtree and York, especially the York Nut, Raisin, and Crisped Rice Chocolate bar." Jay also wants to have listings occasionally of premiums that are offered by different candy companies. He collects, T Shirts, things of that sort with candy motifs.

Frank P. Fiore, Holidysburg, PA, sent along a clipping from the Star that had to do with the eating of candy bars and how what you eat is supposed to reveal your personality. Candy brings out the child in us, says psychologist Dr. Elayne Kahn and David Rudnitsky, authors of a book on which the article is based.

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CONFECTIONERY CAPERS

Having poor public relations are the following firms. Someone at those companies have yet to answer at least three of my letters - the letters were sent to the company president! The culprits? Godiva of the United States, and Perugina, both in the United States and Italy.

The New York Times, Monday, November 10, 1986, carried an article on the rebirth of the Chuckles Company in Danville, Illinois. The company was taken over by a group of former Nabisco executives. What the article didn't say is that the Chuckles company was started in Chicago, then moving to Danville.

VISIT TO A HIGH SCHOOL

Fifteen-year-olds are still considered to be kids, but I found a class of them at Ipswich High School, Massachusetts, to be rather sophisticated in their taste. I taught the class how to properly taste and get the full enjoyment out of a piece of candy or chocolate by letting the piece melt on the tongue, thus making use of the sensory impressions as the candy melted.

Pieces of Callebaut white from Belgium, Callebaut dark, and Nestlé White and Milk Chocolate were used in the testing.

Guess what 80% of the kids picked as their first choice for a good flavor? The Callebaut white, which by American standards is cocoa butter, but in Europe is called white chocolate. Second choice was the Alphine White bar from Nestlé, third was the Nestlé milk chocolate, and last was the Callebaut Dark.

Since people on the whole (about 75% of the American population prefers milk chocolate over dark), the test results weren't surprising. But the fact that chocoa butter was much favored over milk chocolate was surprising. It indicates that if the American audience is exposed to cocoa butter the sale of the product should would be quite good after testing.

It was reported to me that later in the day, when school was over, that several of the youngsters while shopping with their mothers bought bags and bars of Alpine White. Those kids would have bought Callebaut, but that company doesn't make bars for sale to the retail trade. Callebaut does make available 20-pound bars of cocoa butter and other flavors for sale to candy makers and commercial candy companies.

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SUCCESSFUL CHOCOLATE/CANDY BAR COURSE

A very successful four-session course on Chocolate and Candy Bars was held in January at North Shore Community College, Beverly, Massachusetts. The four sessions included lectures, slide shows, and tasting of bars and products. The following companies donated samples of chocolate and candy bars: Andes, Nestlé, Callebaut of Belgium, and Whitman. Heath, Nabisco, Luden's Annabell, and Chocolate House. Brach's, Charles N. Miller, Stark, Tootsie Roll, Pangburn, Boyer, and Goldenberg. Hemingway, Bahlsen (Cote d'Or), Sherwood Brands (Elana), Ferrero, and Lindt. Also represented were Hershey, Necco, and Squirrel Brand.

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CONFECTIONERY CAPERS

A recent survey conducted by the National Confectioner's Association showed that Easter was the holiday that ranks #1 in terms of confectionery gift giving. Valentine's Day came in a close second. Then followed the Christmas season and Mother's Day.

The November, 1986, issue of Consumer's Reports, carried a good, but somewhat disappointing article on chocolate. It rated several brands of chocolate, but the reporting really wasn't that definitive.

Newsweek, November 10, 1986, carried a rather short, garbled article on candy. Titled, "Sweet Taste of Success," the article contained numerous errors, sorry to say.

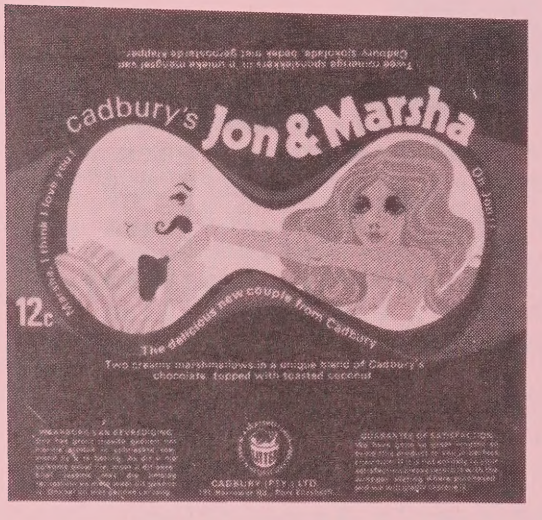
SOUTH AFRICAN GOODIES

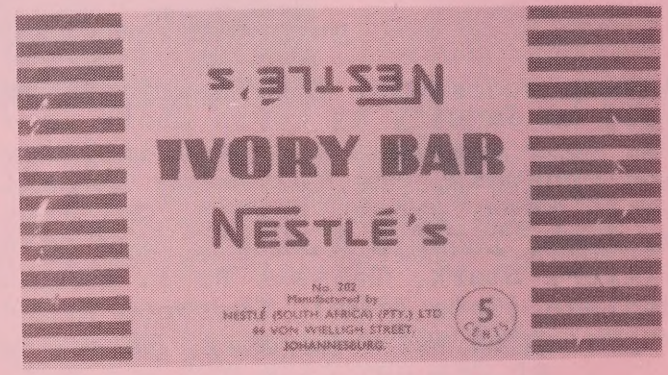
Harry Levene of London sent along a bunch of South African wrappers that have some interesting stories behind them. One of them is the Jon and Marsha bar made by Cadbury. Back in the mid 1950s in the United States there were two performers tops in the musical satire field. One of them was the up and coming Stan Freberg who scored high marks with song parodies such as "John and Marsha," And Spike Jones, who led a musical congregation known as the City Slickers made a recording of the "John and Marsha" story. The record was a hit, and simply consisted of two characters saying over and over again, John, then Marsha. It was the way the names were said that made the record funny.

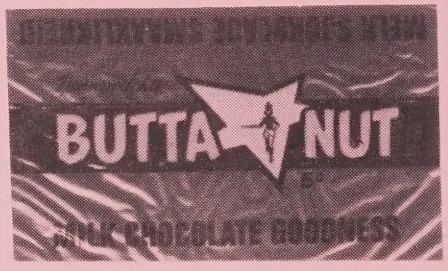
Somewhere along the line Cadbury evidently picked up on the theme, thus the entry for the Jon and Marsha bar. Also from South Africa was the Nestlé Ivory Bar, a cocoa butter bar. And Cadbury's Caramello Bear bar was simply the Caramello bar in a bear shape.

Put out by Turnwrights Chocolate, was the Butta Nut Bar which was awfully similar to the American Butter-Nut bar made by the Hollywood Candy Co. And Cadbury's Star Bar, first put out in South Africa, was the same Star Bar put out later in the United States by Peter Paul before it became a part of Cadbury's. The U.S. Star Bar wasn't around too long.

Rowntree of South Africa came out with the Tex bar that reflected on the American Western scene. The name Tex connoted the American West, and the 1942 pop tune, "Deep in the Heart of Texas." The theme was even used in an ad campaign in South Africa. It seems that South Africans, along with the Germans, had a love affair with the American West.


cadbury's Jon & Marsha
12c
The delicious new couple from Cadbury
Two creamy marshmallows in a unique blend of Cadbury's chocolate, topped with toasted coconut
CADBURY (PTY.) LTD.





FIFTY YEARS AGO

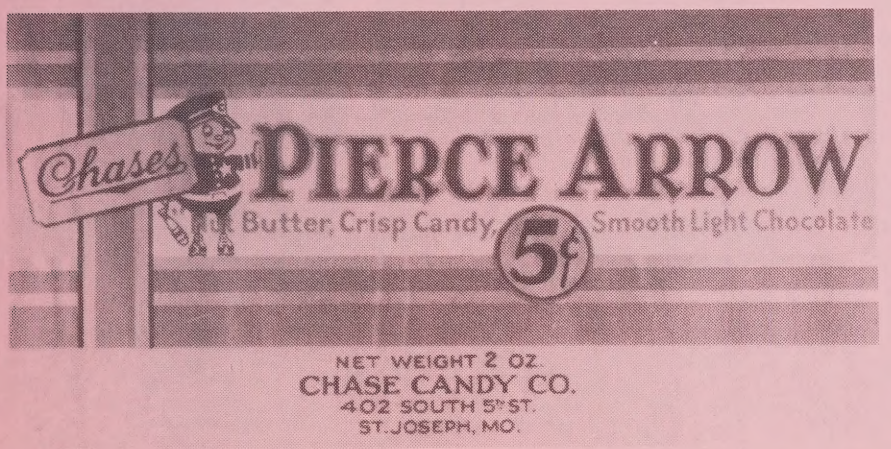
It was in 1937 that the A&P company began opening supermarkets. For each one opened three or four small neighborhood stores were closed. The A&P company began experimenting over the years with their own label candy bars.

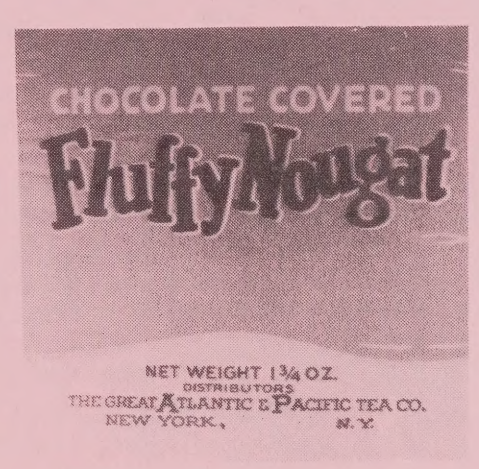
In 1937 the supermarket shopping carts were introduced, and Howard Johnson's began franchising. Eventually this company also began producing its own bars, but the candy operation was dissolved in the mid-1980s.

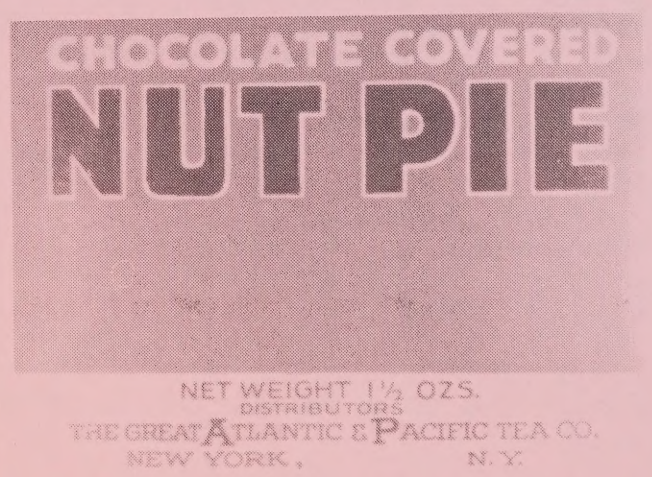
What else happened in 1937? The Hindenburg exploded. The Golden Gate bridge opened in San Francisco. Newsweek and Look magazine began publication, and Bugs Bunny appeared in his first movie cartoon.

And what about the automobile industry in 1937? Auburn, Cord, and Duesenberg all went out of business. The Stuz Motor Company filed for bankruptcy. And Pierce-Arrow, one of the few cars to have a candy bar named after it, also went out of business.

Also in 1937 Nylon was patented by du Pont, War Admiral won the Kentucky Derby, Spam was introduced by the George A. Hormel company, and Pepperidge Farm bread was introduced in Connecticut by Margaret Fogarty Rudkin. Kix breakfast cereal was introduced by General Mills. That's the breakfast cereal that's eaten today, chocolate-covered, in movie theaters in Iceland just as popcorn is munched on in United States theaters! (The Pierce Arrow and A&P wrappers are produced through the courtesy of Alan Bitterman.)







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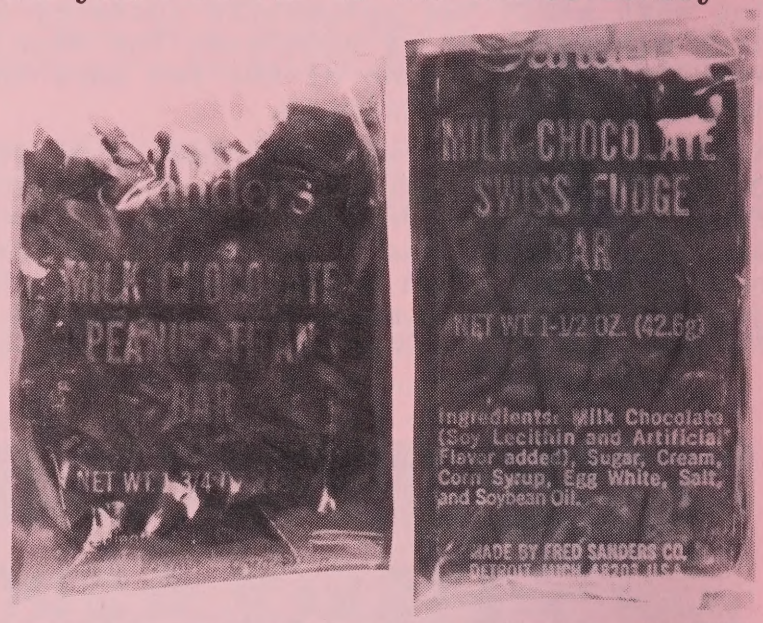
A DETROIT INSTITUTION

Detroit is known for more than just cars. Fred Sanders started a candy business back in Detroit shortly after the close of the Civil War in 1875. His first store was at the corner of Woodward Avenue and State Street.

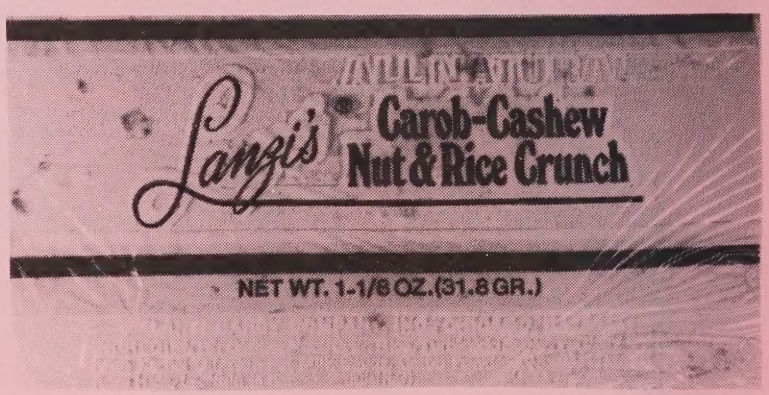
Sanders made his first candy in five-pound batches at home at night, on the kitchen stove. During the day he had to spend all his time tending the store.

Fred Sanders, Inc., is a Detroit Institution now. It has weathered several critical situations over the years as far as the confectionery business goes. But it now seems to be back on firm feet, producing the lines it's become famous for in the Detroit area, such as its line of Sanders Fudge, Butterscotch Caramel Topping being an example. The toppings are now available in the Los Angeles area.


MILK CHOCOLATE
SWISS FUDGE
BAR
NET WT 1-1/2 OZ. (42.6g)
Ingredients: Milk Chocolate (Soy Lecithin and Artificial Flavor added), Sugar, Cream, Corn Syrup, Egg White, Salt, and Soybean Oil.
MADE BY FRED SANDERS CO.

In 1984 Sanders took over the 64-year-old Lanzi Candy Company of Chicago. The Lanzi line is geared to the non-chocolate area, and has a national marketing position. In the past such bars as Lanzi's Coconut Crunch, Lanzi's Cashew Nut and Rich Crunch, and a Carob-Cashew Nut & Rice Crunch were produced by Lanzi.

Numerous products ranging from changemakers to a full line of chocolate coated candy bars are produced by Sanders. Its two most popular bars are Sanders Milk Chocolate Peanut Titan Bar, and Milk Chocolate Swiss Fudge Bar. Both of them are fine tasting bars.



Sanders bars are mostly sold in company stores in the Detroit area. It is said that over 200,000 bars are sold each year.

Sanders is indeed a Detroit institution. Long may it be so.